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# **MACLEAN'S** REPORTS

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**FOLKWAYS** How to create a status symbol go climb a tire in India Also, there is a personal element as their such to right field. Desire THE REAL PROPERTY AND ADDRESS OF

By Roy Peterson



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#### EDITORIAL

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While almost everything else has gone up, the basic price of Esso gasoline has actually gone down

less about everything has gone up in price Exception? The amount Imperial receives for Essa gasoline sold through service stations This amount-about half what the customer pays at the pump-has gone down in every area in Canada over the past 10 years. At the same time, Esso quality has steadily improved. Quality up ... price down; that spells better value for Esso customers.



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The light rum with the bright rum taste

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One hundred and ninety-five years ago, a dour old Scot named Gordon was the funniest joke in England—what could a highland Scot possibly know about making good gin?

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But there is one recent development in Gordon's Gin that probably has the old Scot spinning in his grave: The price of Gordon's in Canada has been reduced.



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# ARGUMENT

JOHN McMURTRY says: we're wasting our money trying to "help" Canada's delinquent teenagers

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